# Storyboarding

Jakub Kalarus

**Background:**

Jakub is in his first year but has only gone to university for the experience and become more independent. He was brought up by his Nan whom catered for his every need, thus not developing any cooking knowledge. He would like to inspire to be a good cook and invest more time into it. When he shops in Lidl he's almost clueless and walks around aimlessly at times, thus he settles for cheap frozen food. He feels he’s got a lot of time and energy saved up to put into cooking proper meals and doesn't mind spending a little more on food. When he does buy fresh food, he tends to always forget about it as he takes too long to figure out a meal to make out of it. Overall, he needs guidance and would appreciate an easy approach to being able to follow recipes.



**Scenario:**

Jakub has his Saturday evening free and wants to spend some time on cooking up a nice meal for the first time since joining University. He realizes he barely has any food in his fridge, so will probably have to take a trip to the supermarket. He is undecided between a chicken-base meal and a beef-based meal.

**User goals:**

* Spend a good amount of time on cooking.
* Go to the supermarket.
* Get enough ingredients so he has choices.
* Learn a new recipe.
* Move up a level in terms of cooking.

**Chicken Madras**

**Chilli Beef**

45 Mins

1 Hour

Medium

Medium

All the ingredients from the saved recipes have been added to his shopping list. As he predicted, he now must go shops to buy all the items.

**Shopping list**

These are search results presented. Jakub has never cooked anything like these before, so he accepts the challenge of cooking something new and exciting then saves it to his recipe list.

As Jakub wants to keep his options open, he searches for both beef & chicken recipes. He adds a filter to have 30+ mins & medium difficulty as he wants to improve his cooking abilities.

**Search**

TUMERIC

RED CHILLI

CHOPPED TOMATOES

GROUND CUMIN

GROUND CORIANDER

CHICKEN

BEEF

Medium

Difficulty:

30+ Minutes

Time to cook:

**Advanced** **Search**

Chicken, Beef



Jakub goes to supermarket but realizes the they don’t have everything he needs so he must substitute out a few items but never the less he completes his shop by scanning the payment through the app.

The thing is his flat mate doesn’t like the 2 recipes Jakub bought for. Now Jakub will have to find another recipe that uses the ingredients he bought.

When he gets back to the flat, one of his flat mates are in the kitchen so he offers them to cook together.

**Home-style Chicken Curry**

**Home-style Chicken Curry**

**Mustard Stuff Chicken**

40 Mins

45 Mins

Medium

Medium

**Advanced** **Search**

They both agree on a recipe that suits them both. As they have wasted a bit of time looking for other recipes, they select to cook a quick recipe under 30 minutes.

They both browse the search results to see what recipe suits the both of them.

He looks for recipes that use the ingredients he bought. There is a feature filter where he can tick off each ingredient he wants to use in a search.

BEEF

CHICKEN

GROUND CORIANDER

GROUND CUMIN

CHOPPED TOMATOES

RED CHILLI

TUMERIC



✓

✓

✓

✓

They are both happy with their meal, along with learning some new cooking skills along the way. Jakub had a few bumps in the road but got to his end goal in the end.

Heat the oil in a [wok](https://www.bbcgoodfood.com/content/top-five-woks) or sturdy pan set over a medium heat. Combine the cumin and fennel seeds with the cinnamon and chilli flakes and add to the pan in one go. Swirl everything around for about 30 secs until the spices release a fragrant aroma.

Roughly [chop](https://www.bbcgoodfood.com/content/top-five-paring-knives) the onion, transfer to a small [food processor](https://www.bbcgoodfood.com/content/test-five-best-food-processors), and add 3 tablespoons of water - process to a slack paste.

**COOK**

**PREPARE**

GINGER

GARLIC CLOVE

ONION

CHICKEN

**INGREDIENTS**

Cook Meal!

Medium

25 Mins

They prepare and cook the meal which takes them approximately just under 30 minutes to make.

They double check to see if they have all the correct ingredients to be able to prepare and cook. They don’t have all but the items that are missing have been substituted for similar items.